English for

Marketing & Advertising

BROOKLYN
ENGLISH CENTER

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Starting out

1 **Look at the following marketing and advertising activities. Can you add any?**

Doing market research

Liaising with the sales department

Providing support for customer service

Drawing up a marketing plan

Showing visitors around the company

Writing press releases

Commissioning advertisement

Creating advertisements

Presenting at a trade fair

Talking to customers

Speaking to journalists

Reading trade magazines

2 **Answer the following questions.**

1. Are all of these activities done in your company? If not, which ones are outsourced?
2. Which of the activities are you responsible for? Which are the most important in your job?
3. Who do you speak to in English? What about? What English texts do you read? What do you write in English?
4. What is the most difficult to do in English?

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3 Look at the following extracts from job advertisements. Match the titles to the job descriptions.

brand manager ● director of marketing ● head of PR ● marketing assistant

1 His or her primary responsibility Is to provide direct support to the media buyers. S/he will also track media mentions, support customer service, manage our relationship management tools, and provide other assistance within the marketing department when needed.

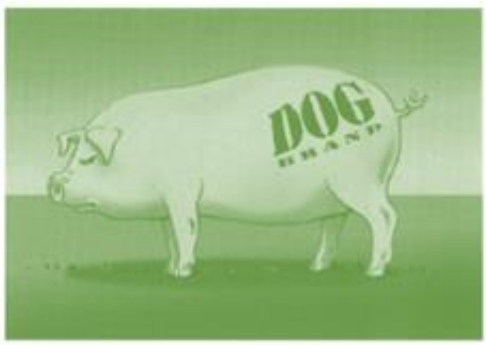
2 The successful candidate must be an excellent manager and have a proven track record in leading a large department. The mission is to develop and execute a comprehensive marketing plan that reinforces our leadership position. Direct responsibilities include media relation, PR, marketing communication, planning and more.

3 The job involves managing all aspects of public relations, publicity, etc. The right person will have solid writing skills and strong relationships with the appropriate media outlets. The position reports directly to the CEO. The salary is based on experience.

4 You will be responsible for developing and executing brand strategies and marketing initiatives for an assigned product line to meet revenue, profitability, and budget targets. Requires strong knowledge of marketing principles and practices, and the ability to lead cross-functional teams to accomplish a successful go-to-market strategy. This position reports directly to the Director of Marketing.

4 Match words from each column to make collocations from the job ads. Then match the collocations to the definitions.

1	media	knowledge
2	customer	line
3	brand	mentions
4	product	relations
5	strong	responsibility
6	primary	service
7	public	strategies



☐ a a related series of items sold by a company (e.g. education software titles offered by a publisher)

☐ b the department that deals directly with consumers

☐ c communication with the general public

[1] d items where the company's name is seen in newspapers, magazines, and websites

☐ e main task or function

☐ f good understanding

☐ g ways of promoting a brand

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5 **Here are some more jobs and companies involved in marketing and advertising. Match them to the descriptions.**

ad agency ● art director ● copywriter ● graphic designer
market research firm ● PR officer

1. One of these person's responsibilities is to create logos.
2. This company is responsible for creating advertisements.
3. This person supervises the design staff.
4. This person interacts with the media to communicate important company information to the public.
5. This person writes the text for advertisements.

6 **Think about your job responsibilities and write an ad for your own job (or the job you would like to have). Here are some phrases to get you started.**

USEFUL PHRASES

Talking about job descriptions

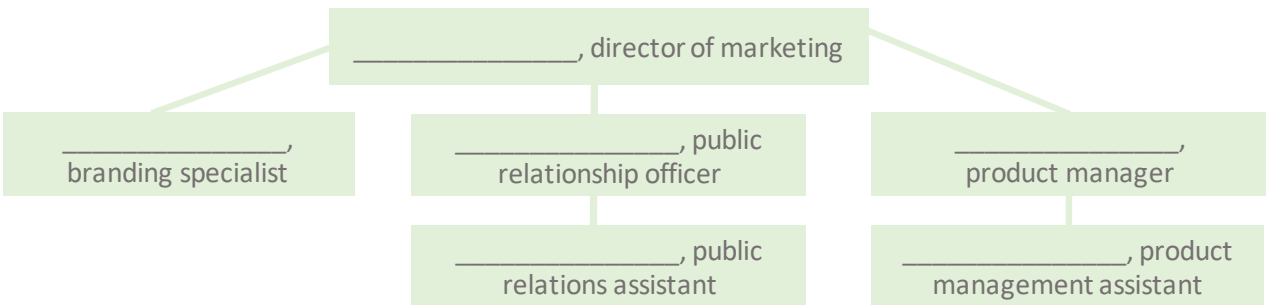
The job involves…

You/The successful candidate will be responsible for…

The right person will be in charge of…

Direct responsibilities include…

7 **Anna works in a medium-sized sporting goods company and is telling a new business partner who's who in the department. Listen to the conversation and complete the organigram.**



8 **Listen again to exercise 7 and complete the sentences from the conversation.**

1. We have separate _____ for sales and marketing.
2. I'm in the public relations _____ here.
3. I _____ directly to Sabrina, who's the _____ of marketing.
4. If you need to talk to somebody about individual _____, then you should contact Vittore or his _____, Thomas.
1. Sylvia is _____ for the image of various brands.

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9 **Now draw and organigram for your own company or department. Use the following words or phrases to describe yourself and the people you work with.**

to supervise

to report to

to answer to

to be in charge of

to be responsible for

I report to the director of sales and marketing.

10 **Representatives of three companies –a bank, a budget airline, and a car company –are giving presentations on their companies. Listen and make a note of each companies brand values.**

Company 1: _____ **quality**_____ _____ _____

Company 2: _____ _____ _____

Company 3: _____ _____ _____

Which company is the bank, which is the budget airline, and which is the car company?

11 **Listen again to exercise 10 and complete the sentences from the presentations with words from the box.**

associate ● communicate ● emphasize ● external ● obvious
project ● promote ● remind ● reputation ● widely

1. We have three main brand values which we try to _____ in all our internal and _____ communication.
1. Our customers _____ us with the highest quality products.
2. Our products are _____ seen as the safest on the market.
3. That's something we can _____ through our brand.
4. We have always had a _____ for coming up with new products and we try to _____ that through our brand.
5. For us, the customer always comes first and we want to constantly _____ both ourselves and our customers of that.
7. That's something we continually _____ in our marketing.
8. Hopefully, that is _____ from our logo and corporate design.

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BILLION-DOLLAR BRANDS

There are about fifty brands in the world that generate one billion dollars' worth of sales. The category with the largest number is the beverage industry. Four tobacco brands and three snack foods are also on the list. IT, diapers, soup, detergents, telecoms, chewing gum, films, and razor blades also feature. Can you name any of these brands? Which are the biggest in your country?

12 **Look at the adjectives below and write down a company or product you associate with each one. Then compare your results with your partner. Did you write down any of the same companies / products?**

reliable: _____

easy to use: _____

luxurious: _____

good value for money:_____

What characteristics do you want people to associate with your products or services? Why?

What are your company's brand values (or what should they be)? Does your company have a slogan? What is it?

13 **How many expressions with brand do you know? Match the terms in the box to their definitions.**

Brand awareness ● brand equality ● brand extension ● brand identity ● brand image brand loyalty ● brand name ● branding ● delivered brand ● off-brand

1. What a brand is called.
2. How much people are aware of a brand.
3. What a company wants people to think about a brand.
4. What people actually think about a brand.
5. When a product doesn't fit a company's brand.
6. The value (either monetary or not) that a brand adds to a product or service.
7. When people like a brand and buy it again and again.
8. When a product or service is associated with a brand.
9. When an existing brand is used to support a new range of products.
10. When a component of a product becomes a brand in its own right (e.g. Intel in Pcs).

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14 Read this article from the Marketer's Guide and answer the questions.

Brand love *by Peter Vane*

Branding, branding, branding: If you haven't heard the word, you've been under a rock for the last, oh, ten years. But is all the talk about branding just so much hype?

In a word: no. I think that branding is the most important point your company can consider – and everyone should consider it. And those of you who sell to companies – office chairs, obscure chemicals, you know who you are – you should be paying attention too.

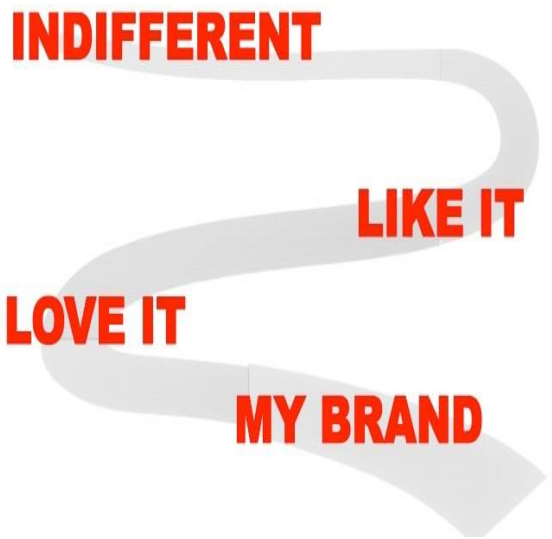
It's not enough just to have everyone recognize your brand name or your logo. Branding is about connecting, after all, and everyone in marketing needs to know how to make their product connect to their customer. The best brand has a rational as well as an emotional appeal, and speaks to your want your brand to be something the customer knows is the best – and feels is the best too.

Today, everyone's talking about iPods, and not just as state-of-the-art musical devices. When people talk about their iPods, you might think they're talking about a best friend: 'I'd never go anywhere without it!' 'If I had to choose between my iPod and my girlfriend, well …' Despite the number of me-too products designed to compete with the iPods, the original still has the largest market share. Why? Brand loyalty.

And remember, once you've inspired brand loyalty in your customers, you can't betray them and change the story of your brand. Cadbury, for example, has a reputation for their chocolates. But when they introduced Cadbury's *soup*, it flopped. The problem was that the product was off-brand, and didn't fit with the expectations people had about Cadbury's products.

So remember that when you're telling a story about your product, the story has to be consistent. Very few products live forever. iPods might already be yesterday's news. But establish your brand, and people will remember it. When Apple introduces its next new idea, millions of people will be paying attention, ready to fall in love again.

The Brand Love Curve



Over to you

- How important is branding to your company? How important is it in your culture?
- Make a list of brands you like and brands you don't like. Explain your feelings. (Did you have a bad experience with the brand? Was it advertised with an amusing or a horrible commercial?)

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finding the customer

1 **Look at the following marketing and advertising activities. Can you add any?**

Tricia works for a small sporting goods store in Manchester.

Look at what she says about her typical customer.

Our typical customer is health-conscious and enjoys keeping fit, but doesn't play sports professionally. He or she is more interested in sport as a hobby. Our customer is more concerned with good value for money than having cutting edge fashions and designs.

What is your typical customer? Write a profile of this person. How is this information reflected in your marketing strategy? What are some of the way you learn more about your customer?

2 **Use the words in the box to complete the following list of ways to learn about your customers.**

clients ● competitors ● find out ● listening ● ~~loyal customers~~
new trends ● sales records ● search terms

1. Email ___loyal customer__ directly with one or two questions.
2. Examine the _____ that people type into your website's search function. Which items are people looking for?
3. Schedule a social event, such as a wine tasting, for existing or potential _____, and use this as an opportunity to _____ more about what they want.
4. Compare your marketing approach with that of your _____. What areas are they targeting that you are not?
5. Read trade journals to learn about _____. This will help you stay ahead of the competition.
6. Study your _____ to see what facts you already have about the people who you buy from.
7. Spend time in a store or a trade fair _____ to people. What do they talk about? What questions do they ask?

Now decide which methods are best for researching.

a. a new product or service.
b. an existing product or service.

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3 **The Marketing team at Euphony, a telecoms company, wants to research the market for mobile phones made specifically for children. Listen to the following discussion between three members of the team and make a note of the six data collection methods they mention.**

Data collection methods

1 *postal survey*

2 _____

3 _____

4 _____

5 _____

6 _____

What advantages and disadvantages do the different methods have? Which is the cheapest? Which is the most expensive? Listen again if necessary?

DID YOU KNOW?

Market research terms vary between Britain and the US. example, an individual interview in Britain is often called a one-on-one or an in-person survey in the US, a street interview is called sidewalk survey, and a postal survey is called a mail survey.

4 **Listen to the conversation again and find words to fit the following definitions**

1. useful answer: _____.
2. a survey group which is not typical of a target group:

   _____.
3. model of a product in development: _____.
4. percentage of people who complete a survey:

   _____.
5. the group of people a company wants to sell to:

   _____.
6. Information known about a customer: _____.

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5 **Now complete the sentences below using the correct form of the word you have found.**

1. Rolex's _____ is wealthy people who see a watch as a status symbol.
2. When you log on to a website, the pages you look at and the amount of time you spend on them are saved in your _____.
3. Even the best designed-surveys only have a _____ of about 4%, so don't set your expectations too high.
4. A _____ will make the data you gather worthless, so think carefully about who fills out your questionnaires.
5. We did an only survey but we didn't get many _____. Most of our visitors to our website are not customers.
6. Once the product development department has created a _____, we can display it at trade fairs. I'm sure it'll attract more people to our stand.

6 **Look at the other methods for assessing available information and collecting new information about your customers. Sort them into the correct category. Can you add any more to the table?**

desk / field research | purchasing information | feedback forms

email surveys | opinion polls | panel surveys | pre-testing

sales statistics

Sources of available data	Collection of new data
sales statistics	opinion polls

Have you ever used any of these methods or the ones mentioned in the conversation. Which gave the best results? Why?

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7 **Look at the following scenarios. Decide which data collection method is best for each one. Try to use phrases from the Useful Phrases box below to give opinions and to agree or disagree.**

An online travel agency wants to know how satisfied its customers are with its services.

A beverage company wants to test three new soft drinks.

A local transportation company wants to gather demographic information on its current passengers.

A financial consulting firm for wealthy people wants to introduce a new wealth management package.

USEFUL PHRASES

Giving your opinion
I think/feel that…
It'd be great to…
We definitely should…

Asking others for their opinion?
What do you think?
Do you agree?
Would you like to say a few words…
What do you think about that?

Agreeing
Me too.
Me neither./Neither do I.
That's true.

Disagreeing
I don't think…
Sure, but…
I see what you mean, but…

8 **Heike, one of the members of the Euphony's marketing team, is calling Greg at Inside Market, a market research firm in the UK. Listen to the conversation and complete Greg's notes.**

Heike – Euphony

- needs survey for _____ [1]
- _____ [2] survey is best
- _____ [3] target group
- qualitative and _____ [4] data:
  - price and _____ [5] the phone should have
  - number of people interested, what willing to pay
- basic demographic information:
  - _____ [6] and _____ [7]
- call Heike back on _____ [8]

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9 **Now complete this extract from the previous conversation. Then listen again and check your answers.**

Greg Any _____ details? Should we ask about their _____ and values towards children, for example?

Heike That'd be interesting information, but to be honest we don't want to _____ the _____. If it's too long people will just get _____.

10 **The marketing research firm has prepared the following script for the telephone survey. Ask and answer questions with a partner.**

Inside the Market

Project number: 185083

Internal Title: Euphony Mobile for Children Survey

Hello, my name is [*name*], and I'd like to ask you a few questions about mobile phones for children. Do you have a few minutes?

[*if caller agrees*]
Great, thank you. So, I'm calling on behalf of a company which wants to make a mobile phone specifically for children.

1 Could I ask you how much you would pay for the phone?

☐ £40 ☐ £80 ☐ £120 ☐ £160

2 How important are the following features to you?

	very important	important	not very important	unimportant
a colourful design				
a headset				
light-weight				
long battery life				
built-in tracking				
being able to pre-programme numbers				

3 What other features are important to you?

_____

4 How interested would you be in buying such a product?

☐ very interested ☐ interested ☐ not very interested ☐ not interested

Do you think this is a good survey? Why or why not? Are there any questions you would add or change?

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11 **Greg has presented the following summary of results. Read it through and match the headings from the box to the sections.**

appendices ● major findings ● purpose ● secondary findings

Inside the Market

187 Piccadilly • London W1J 9LE • United Kingdom
Telephone: +44 (0)20 7439 9920 • Fax: +44 (0)20 7494 1310
Email: greg.whelk@insidethemarket.co.uk

Executive summary

_____ 1

To decide what the demand is for a child-specific mobile phone, to see what features are important to the target market, and to gauge interest in the product.

_____ 2

It is very important to restrict the numbers that can be dialled and to include a headset. A tracking system is somewhat important. Potential customers are willing to pay up to 100 GBP for such a product. Respondents with children or with close relatives who have children are very interested in buying such a product. Parents are very concerned about the possible health dangers of children using mobile phones.

_____ 3

Design and size are unimportant, but the product should be durable.

_____ 4

1) Demographics
2) Tabulated survey information
3) Selected comments

Now decide whether these statements are true or false. Correct the false statements.

1. One goal of the survey was to see how interested people are in a mobile phone for children.
2. Parents want their children to be able to dial any number.
3. People without children are also interested in buying mobile phones for children.
4. Parents think that mobile phones are harmful to children.
5. Respondents think they want the phone to be small and last a long time without breaking.

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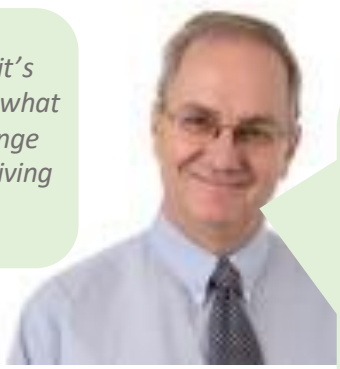
12 **Read these comments about market research and say which opinion(s) you agree with.**

Every company should examine their product line carefully at least once a year. The best way to do this is with market research. And, ideally, people in the company should be involved in the research process. Otherwise, you risk becoming out of touch with your target market. My boss, Alison, is always saying "I don't think customers would want that." When did she last speak to one of our customers?

When I think of market research, I think of that old saying: "Begin with the end in mind." If you want clear results you can use, you have to tell your market research firm exactly what you want. Don't let them be creative or make their own suggestions. Remember, you're the one in charge.

Market research? I'm sorry, but I think it's a complete waste of time. I know exactly what my customers need already. The challenge is not giving them what they want, but giving it to them at the price they want.



I think that most companies spend too much time speaking to their customers about what they want, and not enough time looking at their competitors. It's not just competitors in their own field. Everyone in your focus groups might agree that you make the best chocolate bar in the business, but that doesn't help you sell your products if no one wants to eat chocolate.

Over to you.

- How do you analyse your competitors?
- Do you think market research is worth doing in your company (or industry)? Why or why not?
- What are the advantages of doing your own market research versus outsourcing it?

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A marketing strategy

1 Which of the following points do you discuss when drawing up a marketing plan? Are there any factors you can add?

- Current position ☐
- Marketing activities (past and present) ☐
- Sales projects and costs ☐
- Results from last year ☐
- Analysis of competitors ☐
- Benchmarking ☐
- Marketing tactics ☐
- Problems and opportunities ☐
- Objectives ☐
- Marketing strategy ☐
- Situation analysis (target market, competitors, economic climate) ☐
- Implementation ☐

2 Martin is a marketing manager of a telecommunications company. He's telling his colleagues about the marketing mix for a new product. Listen and take notes on the four Ps.

- **Product** have everything you need to connect to the internet,
- **Price** _____
- **Placement** _____
- **Promotion** _____

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3 **Now listen again and complete the phrases from the presentation.**

1. The _____ of our cable package are that you get …
2. We will be _____ customers through ads on …
3. Our product will then be immediately _____ to customers in …
4. We will _____ that customer will have …
5. We haven't _____ a price yet …
6. Because our product is in the _____ phase, our module should …

4 **Which words in the box are used to talk about each P? Sort them into the right category**

advertising ● appearance ● channels of distribution ● discount financing ● list price ● location ● logistics ● media public relations ● quality ● service

Product

Price

Placement

Promotion

Can you add any more words to the categories?

DID YOU KNOW?

When people talk about marketing mix, they often refer to the four four Ps: product, price, placement, and promotion. Some people use the term place instead of placement; both terms are just another way to refer to distribution. Some people also talk about seven Ps and include people or participants, processes (takes service into account), and physical evidence (the appearance of your business).

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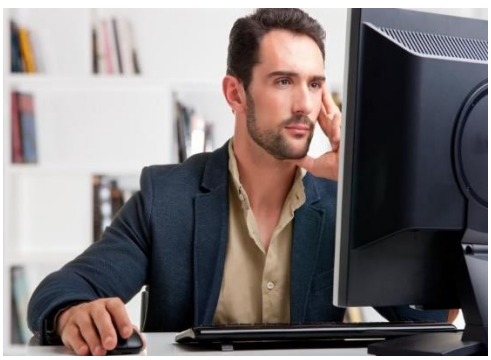
5 **Use the following chart to make notes on the four Ps of one of your company's products or services. Then use your notes to give a short presentation of that product or service.**

Product What are the important aspects of your product? Why do people want to buy your product?	
Price What factors affect your price?	
Placement When and where is your product available to customers?	
Promotions List the ways in which you reach customers. are your contact points?	

6 **Martin is organizing a meeting to discuss the prices for the cable Internet package. Put the following sentences in the correct order to complete the mail.**

1. Could you have a look and let me know if there's anything you'd like to add or change?
2. As you probably know, we need to think about scheduling a meeting to discuss our pricing strategy for our new cable Internet package.
3. Hope you all have a nice weekend.
4. Please let me know if you can attend by the end of the day.
5. How about next Tuesday at 9 a.m.?
6. I'm also attaching an outline of what I'd like to talk about.



Hi Team:

_____ 1

_____ 2

_____ 3

_____ 4

_____ 5

_____ 6

Thanks for your help.

Regards,

Martin

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7 **Look at the replies to Martin's email. Use the words in the box to complete them.**

attachment ● attend ● best ● cheers ● hope ● input ● mind ● see

Hi

Just wanted to let you know that I can _____[1] the meeting. I've looked at your outline and can't think of anything to add. _____[2] you on Tuesday.

Hello Martin

I'm still at the conference in Darmstadt and won't be back in town until Wednesday. Would it be possible to _____[3] the meeting? I'm back in the office on Thursday and free all day. If not, I'll send you my ideas by email. By the way, I couldn't open the _____[4]. Could you send it again in a different format?

_____[5]

Hi Martin

Tuesday morning is fine for me. I noticed that you didn't send your message to Laura. Would you _____[6] if I invited her to join us? It might be useful to have her _____[7]. I'll have a look at the attachment and will get in touch if there's anything missing.

_____[8] you had a nice weekend too.

All the _____[9]

Graham

8 **Greg has presented the following summary of results. Read it through and match the headings from the box to the sections.**

USEFUL PHRASES

Writing emails

Remember that not all emails are informal. Business emails to people outside the company tend to be like letters; they follow certain conventions and are written with punctuation and capital letters. Errors can give a bad impression, so be sure to check your spelling using an online dictionary or the spellcheck function of your email program.

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9 **Now read the attachment that Martin sent to his team and find words or phrases that mean the following:**

1. when the customer pays the same fee each month / year / etc.
2. to sell a group of things (like products or services) as a package.
3. reduced price
4. another word for product lunch
5. enhances feature or services that customer have to pay more money for

Cable Internet package pricing model

I have a few questions I'd like everyone to think about in advance of the meeting. As you know, we're introducing a new High Speed package, and we need to decide what we should be charging for our services. Some points to consider are:

- What should our pricing model be? A monthly flat fee or charge by data volume?
- Should be bundle our services and offer a discount?
- What about adopting a penetration pricing strategy for the roll-out? How long should these prices be valid for (3 months, 6 months, …)?
- What optional extras shall we offer (e.g. guaranteed 24-hour servicing)?

Please think about these questions, so we can discuss everything in more detail.

10 **Match these different pricing models to the definitions.**

1. captive product pricing
2. economy pricing
3. geographical pricing
4. penetration pricing
5. premium pricing
6. price skimming

a. pricing goods/services as cheaply as possible.
b. charging a high price for an item where you have a competitive advantage.
c. charging a high price for a unique high-quality item.
d. pricing goods at a very low price to encourage people to buy them –often the prices are later raised.
e. pricing according to area where goods are sold.
f. pricing one item very low and its complements very high.

Now decide which model is being discussed.

A Naturally we need to price our goods lower in countries with a lower per-capita income.

B We at Chamonix Écrit believe the quality of our pens justifies their cost.

C These low prices will only be in effect for the first six months. After that they will be raised by 10–25%.

D Yes, the printers we sell are inexpensive, but we charge quite a bit for the ink cartridges.

E Our own-label brands sugar, flour, and milk have much lower prices than the brand-name competitors.

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11 **Look at these terms to talk about pricing. Can you add three more?**

Now use the words to complete the sentences below.

Looking at the competition, $25/ month seems to be the _____ . It's what most people are charging.

We can sell the modems for $100 each. They only cost $20 in total to produce and distribute, so we would have a healthy _____ of $80.

$59.99 is a good _____ . We can suggest that stores sell it for that much, but if they want to use it as a loss leader and sell it for less, then that's fine too.

What I'm afraid of is an all-out _____ , when the company and the competition are all fighting for the same customers. We don't want to cut prices so low that we go out of business.

We need to establish our _____ . When does the amount we're earning cover our costs?

Luckily, we have low _____ . Our rent is very low, and we got a great deal on our office equipment.

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12 **Other than the price, what factors are important for your product differentiation? Think about a product you know and discuss it in terms of these factors.**

performance

customer service

quality

image

appearance / design

13 **Martin is giving a presentation to management about the positioning strategy he has developed with his team. Listen and answer the questions below.**

1. What is the company's target market?
2. Why is their product superior to other packages?
3. How can they prove that their product is the best?

14 **Listen again to exercise 13 and answer the questions below.**

1. We are _____ customers who are….
2. Extensive testing _____ that we provide….
3. Speed of access is _____ why our product is better.
4. Another reason is that we _____ every new customer with a free…

Now write a positioning strategy for your company. Include the following points.

1. Your target customer.
2. What you do for your customer and how you do it.
3. How you are better than your competitors.

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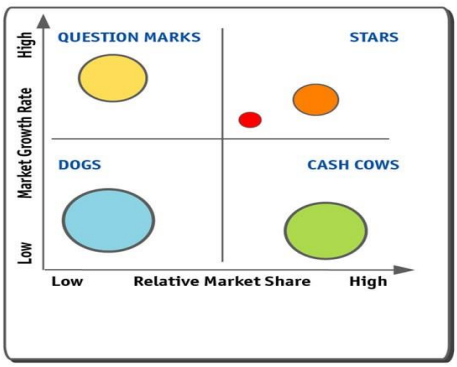
15 **Read the following article from marketing guru Cheryl Hattiaghandi's website and answer the questions below.**

Cheryl Hattiaghandi helps you see what's in your company's stars



Cash cows? Dogs? Stars?

Are you in the marketing department or in a children's book?!

Don't worry, you haven't clicked on the wrong link. These items all refer to parts of the Boston Matrix, created by members of the Boston Consulting Group to analyze a company's product portfolio.

While the names are strange, the matrix is extremely useful when writing your marketing plan. Let's look at each quadrant in more detail.

- **Cash cows** are mature products that have a large market share and that are earning a lot of money. The market is static, so there's not much opportunity for growth, but that's not a problem. These products require little attention from the marketing department.
- **Stars** are recently-introduced products with a large market share. But, unlike cash cows, the market is growing, so stars have the chance to attract even more new customers. If stars are successful, they become cash cows once the market has stabilized.
- **Question marks**, as you might guess, are products where no one is positive what's going on. They have a low market share, but they are also in a growing market area. It's possible that they will become stars if given time.
- Finally, there are the **dogs**. Dogs are products which have a low market share in a market that's not growing. And, as you can guess, the best thing to do with a dog is take it for a walk – outside of your product portfolio. Dogs are in the decline stage of the product life cycle and should probably be retired.

So, cows, question marks, stars, dogs: use this handy tool the next time you're trying to decide 'what next' when writing your marketing plan!

Over to you

- How useful do you think the Boston Matrix is?
- Can you think of a potential star product or service in your industry that your company doesn't make or offer?

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Creating ads

1 **Look at the ad below and analyze it according to the AIDA model. Does it**

catch the audience's **ATTENTION**?

make them: **INTERESTING**?

create: **DESIRE**?

and state the **ACTION** the audience should take?

Do you agree with this model for advertising? Why or why not? Think of a few ads you've seen or Heard lately and use the AIDA model to analyze them.

2 **Look at the steps involved in organizing campaign and put them in the correct order.**

- ☐ a. analyze impact
- ☐ b. approve design
- ☐ c. choose the media
- ☐ d. commission ad agency
- ☐ e. define target group
- ☐ f. determine the desired response
- ☐ g. establish message
- ☐ h. place ads

Can you add any other steps? Which steps are you or your company responsible for?

DID YOU KNOW?

The Word advertisement is pronounced differently in the UK and the USA; in the UK the stress is on the second syllable /ədˈvɜː.tɪs.mənt/ whereas in the USA it is on the third syllable /æd.vɚ.ˈtaɪz.mənt/, the short form for advertisement is ad (also advert in the UK)

Where do you see a lot of advertising?

What commercial do you like?

what can you not advertise on TV in your country?

what is it very expensive to advertise?

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3 **Joys of Germany is an organization in charge of promoting tourism in Germany. One of their staff is in London to meet Red Arrow, an advertising agency. Listen and find out why they want to advertise.**

- ☐ to introduce a new product
- ☐ to promote a special rate
- ☐ to create or maintain awareness of a product
- ☐ to remarket a product

4 **Now answer the questions below.**

1. According to Joys of Germany, what sort of image does Germany have abroad?
2. What do they say are the stereotypes associated with Germany?
3. What kind of visitors does Joys of Germany want to attract to Germany?
4. Why is it important to design advertising which is specific to a certain country?

5 **Complete these sentences from the dialog with the words from the box. Listen again if necessary.**

achieve ● appeal ● appeal ● campaign ● create ● looking ● outside ● prospective

1. Tell me what you're _____ for.
2. But that's why it's important for us to _____ a new image.
3. We think that someone from _____ will have a fresh _____
4. We want to make sure our ads _____ to people in the UK.
5. I understand what your trying to _____.
6. You need an insider to design an ad _____ with the maximum _____.

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6 **Look at some people have said when discussing their ad campaigns. Match the highlighted words or phrases (1-6) with their synonyms (a-f).**

a change perceptions	a have a rational appeal
b generate buzz	b rebrand
c have an emotional appeal	c reinforce the existing image

White Noise's portable music players aren't popular because they're the cheapest or even the most technologically advanced products out there. Rather, they're popular because, quite simply, people love them. The new ad campaign should attract people based on how they feel [1].

We want to get people talking about our product [2].

Choritos are currently thought of as a high-fat snack. We need to reinvent [3] our product as healthy and convenient.

The ads should transform people's ideas [4] about Germany.

The advertisements should make a logical argument [5]. Viewers should buy our toothpaste because it's scientifically proven to be the best in the industry.

Our minivans already dominate the market, and they're still in the growth stage of their life cycle. So the ads should simply emphasize what people already think [6]: that they're both safe and fun to drive.

7 **You are in charge of commissioning a new ad campaign to promote Soytastic, a new soy-based drink. Use the notes and phrases below to explain to an ad agency what you want.**

Soyatastic

- doing well in organic grocery stores
- people at conventional grocery stores think drink is boring, plain → introducing four new flavours (raspberry, blood orange, mango, blueberry)
- most important → taste
- also → healthy, large sizes are good value for money

USEFUL PHRASES

Discussing an ad campaign

Typically, our products have appealed to…

We have a high market share among teenagers / 18-25 year-old men.

We want to appeal to a younger/older audience.

Our (name/product) is very well known, but we want to raise the profile of our customers….

It's important for us to reinforce our brand's positive image / to change perceptions of our product.

We'd like to rebrand our product / to change our image / to create a new image.

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8 **How do you think advertisements vary between countries? Read the opinions below. Do any of them surprise you?**

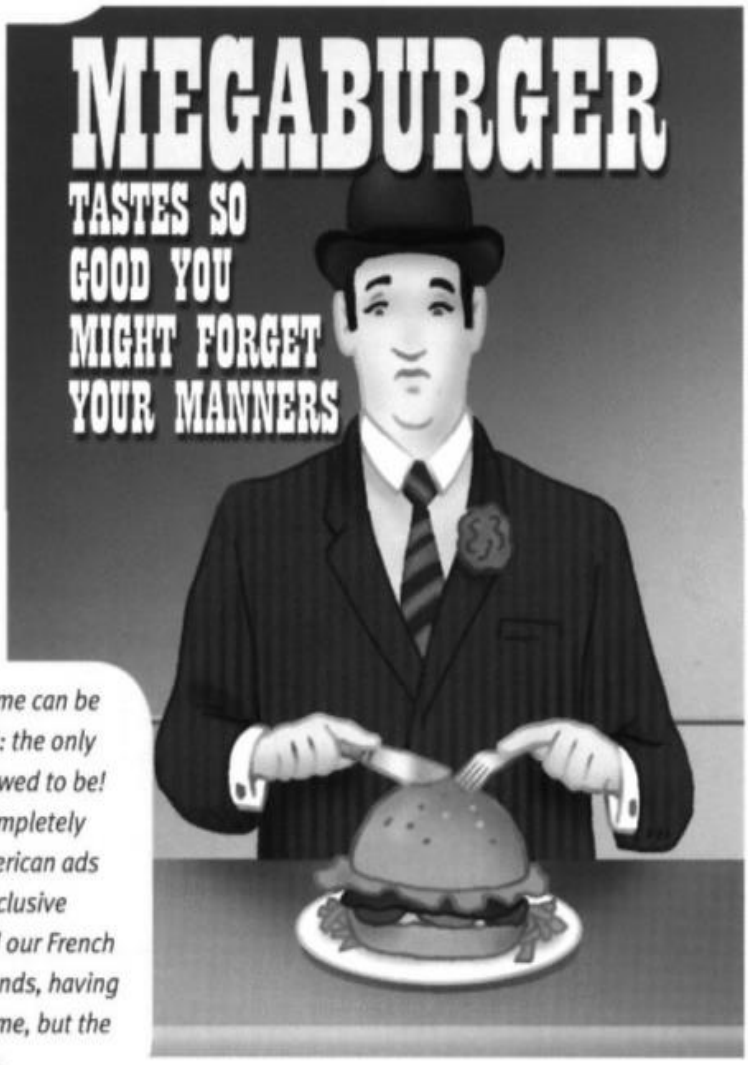
a change perceptions
b generate buzz
c have an emotional appeal

a have a rational appeal
b rebrand
c reinforce the existing image

A *I can tell the difference between a German ad and a British one immediately. I find German advertising very direct, whereas British advertising tends to be much more subtle. You know, a British ad for a chocolate bar might be all about something that has nothing to do with chocolate, but which somehow manages to evoke the idea of self-indulgence: a woman in a bath, for example. A German ad for a chocolate bar will always have a chocolate bar in it.*

B *Henry Ford said that a car can be any colour as long as it's black, and I feel the same way about advertising. A really good ad campaign will work across cultures and appeal to basic human needs – the only thing you need to change is the language.*

C *I was in Japan a few years ago and was shocked to see how many famous Hollywood stars were advertising everyday products like cars and bath soap. They'd never do ads like that in the US because it would harm their reputation here. I'm not sure why it's OK to do it in Asia, though. But a friend from Kyoto visited me recently, and she mentioned that these days, Japanese companies prefer to use Japanese actors in their ads. Apparently the West is losing its appeal!*



D *Sure, something like fancy French perfume can be marketed in a similar way around the world: the only thing that changes is how sexy the ad is allowed to be! But the ad campaigns for our wines are completely different in, say, the US and France. Our American ads show a couple drinking wine in a very exclusive restaurant; it's clearly a special occasion. And our French ads show a group of adults, obviously old friends, having a casual meal at home. The product is the same, but the 'packaging' is completely different.*

Which opinion refers to?

1. universal advertising?
2. a change in status of foreign stars?
3. difference in advertising styles?
4. a product that has a different status in different cultures?

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9 **Two colleagues at Red Arrow are discussing which advertising channels they should use in the Joys of Germany ad campaign. Listen to the dialog and make a list of the channels they mention in the table below. Then add one more item to each category.**

Print media	Online	Outdoor	Other
magazines			

10 **Match the two parts of the phrases to make collocations from the dialog.**

1. eye-catching	an issue to something
2. to devote	channels
3. good	exposure
4. to make	images
5. print	media
6. repeat	opportunity
7. traditional	sense

11 **Match the two parts of the phrases to make collocations from the dialog.**

1. Our area newspaper often _____ to presenting local businesses, and many of the shop owners see this as a _____ to advertise.
2. _____ is essential for getting your message across to customers. If they only see your advertisement once, they won't remember it.
3. We operate on a very tight budget, so for us it doesn't _____ to advertise on _____ such as radio or television. We focus on online marketing instead.
4. What I like most about our new ad campaign are the _____. No one could forget that picture of the penguin and the dog.
5. One of the disadvantages of advertisements in _____ is sometimes your ad gets lost, for example when there are several of them on the same page.

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12 **Joys of Germany received the ad from Red Arrow. One of their consultants is now writing back to request a few changes. Complete the email with the words from the box.**

actually ● all in all ● also ● as ● how about ● however ● just ● otherwise

From: carsten@joys-of-germany.de To: tracy@redarrow.com

Dear Tracy,

Thank you very much for the ad. We are very happy with the simple design, _____[1] we think we can use the grid format in many different types of ads. The look is unique without being too unconventional.

_____[2], we're a little concerned about the photograph at the bottom. Germany is _____[3] a popular destination for cyclists already, and so we would rather emphasize another, undiscovered feature of the country. _____ _____[4] a photograph of a fashion designer at work instead? _____[5], we like your inclusion of a club photograph, but the image is quite dark. Of course, so are clubs – but it would be nice to find something a little brighter.

_____[6], though, we're very happy with what you've done!

_____[7] give me a call if you'd like to discuss the images in more detail.

_____[8], I look forward to hearing from you soon.

Regards,
Carsten

USEFUL PHRASES

Giving feedback

When giving feedback, try to use the sandwich approach. Begin and end your email or conversation with positive feedback (the bread), and put any criticism in the middle (the filling). That way you begin and end on a positive note, and it is more likely that the person you are criticizing will still feel confident and motivated.

Positive Feedback

We're very happy with what you've done.

We really like…

Criticism

We think that the colors are not bright enough enough / too bright.

We think that the image might be too...

Remember to soften criticism by using words such as a little, quite and rather.

We're a little concerned about…

… but the image is quite dark.

Finally, be specific about what changed you want.

… it would be nice to find something a little brighter. How about… instead?

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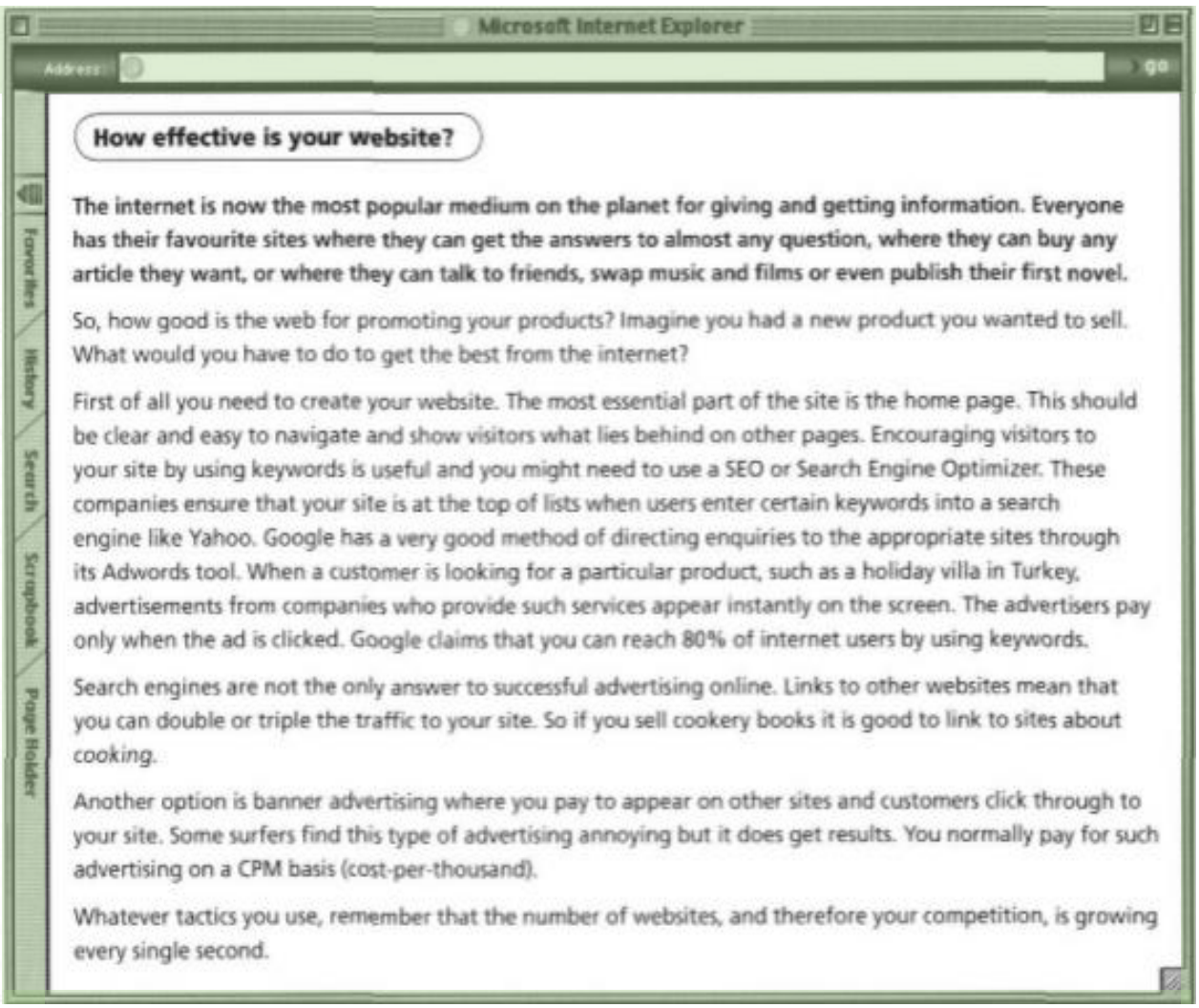
13 **Tracy also recommended advertising via the internet and sent Carsten the link t the following article. Read the article and answer the questions below.**



Microsoft Internet Explorer

Address: go

Favorites History Search Scrapbook Page Holder

How effective is your website?

The internet is now the most popular medium on the planet for giving and getting information. Everyone has their favourite sites where they can get the answers to almost any question, where they can buy any article they want, or where they can talk to friends, swap music and films or even publish their first novel.

So, how good is the web for promoting your products? Imagine you had a new product you wanted to sell. What would you have to do to get the best from the internet?

First of all you need to create your website. The most essential part of the site is the home page. This should be clear and easy to navigate and show visitors what lies behind on other pages. Encouraging visitors to your site by using keywords is useful and you might need to use a SEO or Search Engine Optimizer. These companies ensure that your site is at the top of lists when users enter certain keywords into a search engine like Yahoo. Google has a very good method of directing enquiries to the appropriate sites through its Adwords tool. When a customer is looking for a particular product, such as a holiday villa in Turkey, advertisements from companies who provide such services appear instantly on the screen. The advertisers pay only when the ad is clicked. Google claims that you can reach 80% of internet users by using keywords.

Search engines are not the only answer to successful advertising online. Links to other websites mean that you can double or triple the traffic to your site. So if you sell cookery books it is good to link to sites about cooking.

Another option is banner advertising where you pay to appear on other sites and customers click through to your site. Some surfers find this type of advertising annoying but it does get results. You normally pay for such advertising on a CPM basis (cost-per-thousand).

Whatever tactics you use, remember that the number of websites, and therefore your competition, is growing every single second.

According to the article, what are the advantages of using keywords?

How effective do you think this form of advertising is?

14 **Carsten and a colleague have brainstormed the following list of keywords to buy for Joys of Germany.**

Do you agree? Are there any words you would add or delete?

Now think about a product or service you are advertising. Which keywords would you choose to promote it.

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15 **Discuss the following marketing tools you need to know for 2020. Before discussing these marketing tools do you own research on the internet to give a more educated opinion.**

voice search is on the rise	increased partnerships with influencers	personalization leads to more sales
AI merges with customer service	AI merges with customer service	the use of chatbots

USEFUL PHRASES	
In my opinion	As far as I'm concerned,
To my mind	As for me / As to me,
My view/opinion/belief/impression	It seems to me that
I would say that	I'm under the impression that
I have the feeling that	It goes without saying that
I have no doubt that	I hold the view that

16 **What is your opinion about these marketing tactics for small businesses?**

How are these tactics similar or different from those for big businesses?

How important is social media for a big or small business? Are there any differences in the way they are impacted?

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17 **Read the article from a marketing trade publication about choosing an ad agency and discuss the questions that follow.**

Creating the ad that will work for you

by Sara O'Toole

Do any of these scenarios sound familiar?

- Annette Torrefazioni was very excited when she first met Colin Durell of Stone & Slade. 'Colin was extremely professional, and had worked with a number of luxury food sellers,' Torrefazioni explained. 'His portfolio of ads exactly matched the image our company wanted. But once I'd signed the contract, I was shocked to learn that Colin wouldn't be handling my account. Instead, a junior staff member just out of art school would be designing my ad. When the first proofs came, I was really disappointed. It just wasn't what I had in mind.'
- 'We were really impressed with their client list,' says Thorsten Sauer, marketing manager at Durchfahrt GmbH. 'They were working with some of the top names in the industry. I didn't realize this would mean that our small account would be at the bottom of their priority list. I realized afterwards that we should have gone with a company that specialized in dealing with small firms.'
- Henri La Fontaine told of his experience with Zzzzip, a medium-sized advertising agency based in London: 'A friend of a friend told me about Zzzzip. Craig was quite professional and friendly, and we signed a contract immediately. However, a few days later I found out that our biggest competitor was working with Zzzzip too! Craig didn't see the problem, but I really wasn't comfortable with the situation. Luckily, he let me dissolve the contract.'

To avoid mishaps like the ones above, it's best to interview prospective agencies carefully. Here are our top seven tips for questions to ask.

1 *Do you handle accounts our size? What is your experience working with small/medium-sized/large companies?*
2 *Do you have an area of expertise? What is it?*
3 *Can you give me a list of current and former clients to talk to?*
4 *What is your fee structure?*
5 *Who will be handling the actual project?*
6 *Who worked on the ads in your portfolio? Are those people still with the company?*
7 *Are you working with one of our competitors?*

Over to you

- Have you ever had a particularly good (or bad) experience with an ad agency? What went right (or wrong)?
- Do you agree or disagree with the tips above? Which are most difficult to put into practice? Why?
- Are there any other suggestions you can add?

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Marketing tools

1. Can you add any distribution channels below? Which channels does your company use? Why?

Look at this website listing for a range of kitchenware. Is this a good way for the manufacturer to promote and sell its goods?

2. Look at your company's website. Is this a good way for your company to promote their products and services?

Do's

Dont's

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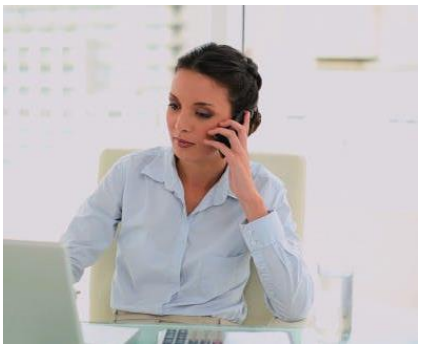
3 **Stefanie from the manufacturer Herschfeld calls her contact at buyme.com to complain about low sales. Listen to their conversation and decide whether the statements below are true or false.**

1. Sales of Herschfeld's goods on buyme.com have been lower than expected.
2. Herschfeld did not offer buyme.com a trade discount.
3. Herschfeld's real-world retailers are upset because buyme.com offer lower prices than they do.
4. Stefanie wants buyme.com to include two images of all the Herschfeld product they sell.
5. She also wants them to remove the prices from Herschfeld's product online.
6. The changes will be on the site later day.



4 **Stefanie mentions a trade discount in her phone call. what other discounts are there? Match the discounts below to their definition.**

☐	a. trade discount	a. a discount given to buyers purchasing a large amount
☐	b. bulk discount	b. a discount for payment in cash
☐	c. promotional discount	c. a reduced price offered on good sold at the wrong time of the year, such as ski equipment in the summer
☐	d. cash discount	d. a discount given to people in a particular field, for example when doctors pay a reduced price for medicine
☐	e. professional discount	e. a discount for staff
☐	f. employee discount	f. a fixed percentage offered to a distributor
☐	g. seasonal discount	g. a lower retail price for a special sale

5 **Why do discounts work?**

Most discounts work on the principle of urgency, as the discounts are only available for a specific period of time. If people don't buy the product now, at the discounted price, they're likely to miss out on saving some money. There is urgency involved. That anticipation of missing out is exactly why discounts work.

According to the Pleasure Principle and the Regulatory Focus Theory people seek pleasure and avoid pain. The anticipation of missing out on a discount is definitely a pain people will want to avoid.

Do you agree with this opinion?

Do discounts make always make you save money?

What's your opinion about Cyber Monday and Black Friday?

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DID YOU KNOW?

Franchising began in the mid-19th century and now dominates the retail sector in many countries, especially the US. Early American examples include automobile dealerships and telegraph system, which was controlled by Western Union but operated different companies

The best example of franchising today is probably the restaurant sector. American fast good chains starting using franchises in the 1950s and the global success of McDonalds is largely based on its franchise-based business model.

6 Match the types of shop in the box with the definitions.

chain stores ● convenience stores ● franchises ● high-street shops ● hypermarkets ● mail-order stores ● online stores ● outlet stores

1. Large no-frills stores located outside the town center _____.
2. Stores selling through the Internet _____.
3. independently owned shops licensed to trade under the same name _____.
4. shops located in the center of town _____.
5. shops run by a single company with multiple location around the country _____.
6. very large stores that sells groceries, clothes, and may other products _____.
7. stores selling through a catalogue posted to customers _____.
8. small, independently-owned stores selling essential products _____.

7 Now listen to different retailers talking about their business. Which types of shops above do they mention?

1. Speaker 1 high-street shops _____ _____
2. Speaker 2 _____ _____
3. Speaker 3 _____ _____
4. Speaker 4 _____ _____
5. Speaker 5 _____ _____

8 How much do you know about retailers in the US and the UK? Can you name similar retailers in your country?

1 Marks & Spencer	(http://www.marksandspencer.com)
2 7-Eleven	(http://www.7-eleven.com)
3 Next	(http://www.next.co.uk)
4 Taco Bell	(http://www.tacobell.com)
5 Argos	(http://www.argos.co.uk)

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9 **Look at this extract from Total Telemarketing's web page and match the headings to the paragraphs.**

Continual assessment

Test for success

Painstaking planning

Know your contacts

Welcome to buyme
www.buyme.com
Total Telemarketing
What We Offer
Who We Are
What We Offer
What You Get
Our Process
Our Clients
Contact Us
Home
TTM
19 St Helen's Road
York YO1 6WR
UK
T: 01534 888800
F: 01534 888801
1 _____
At Total Telemarketing, we start the process with what we call a 'discovery' phase. We build a clear picture of your business objectives and your market. We then use the information we have collected to plan your telemarketing strategy. And we make sure that both sides have clear expectations about the strategy.
2 _____
Once we have planned the approach, we test it with a 'pilot' project. This is to check if the strategy will function for you and for your market. We make sure that our plans integrate seamlessly with your marketing efforts.
3 _____
As part of your telemarketing strategy, we develop and maintain a comprehensive database of contacts and potential clients. This makes sure you have a continuous flow of good quality sales leads.
4 _____
The performance of the strategy is regularly reviewed to make sure we are delivering what you need. Written reports keep you up to date with the success of the approach.
Done

10 **Deborah Waters, a partner at Total Telemarketing, is giving a presentation on her company. Listen and match her comments with the sections of the web page above.**

Comment a _____

Comment b _____

Comment c _____

Comment d _____

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11 Complete the table with the missing verbs and nouns. Check the webpage and transcript in exercise 10 if you need help.

VERB	NOUN
to assess	1 _____
2 _____	delivery
3 _____	development
to discover	4 _____
to expect	5
6 _____	maintenance
to perform	7 _____
to succeed	8 _____

12 Deborah Waters has just received the following email from Geldsburg, a Swiss manufacturer of hand-held barcode scanners. Geldsburg are expanding their service in the UK and are interested in hiring Total Telemarketing to design a campaign for them. Use the words in the box to complete the email.

appreciate ● developed ● interested ● priced ● reach ● require ● visited ● would like

Dear Ms Waters,

I have just _____[1] your website, and am _____[2] in learning more about the services you offer. Specifically, I _____[3] to know the cost of your services. Are they _____[4] per call or per hour? Also, how much preparation time do you _____[5] before you're ready to begin? And finally, how much support do you need from us once the campaign has been _____[6]?

I would _____[7] the opportunity to discuss these questions further. You can _____[8] me at +41 80 3858 1905.

Yours sincerely,

Volker Harding
Marketing Assistant

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13 The Geldsburg marketing team has also decided to do a direct mailing for the scanner and have commissioned Direct Sales, a British direct marketing firm, to draw up a letter. Read the letter and summarize the benefits of the hand-held scanners.

GELDSBURG
Heimplatz 101, 8001 Zurich

Dear Ms Christie

We are writing to introduce a faster and more effective way to let your customers pay for their purchases. Our new hand-held barcode scanners allow your customers to pay for their purchases where they are, without having to find a till.

Our scanners will connect remotely to verify credit or debit card payment. Customers can sign for their purchases on the scanner itself. And the scanners come with a handy adjustable belt, so your shop assistants can easily carry them at all times. The easy-to-read display is visible in all lighting conditions.

The machine automatically prints out a 'paid' sticker with the name of the product and the date, to ensure that only products which have been paid for are taken from the store. This is a feature that no other scanner on the market offers.

To learn more about the scanners, view our web presentation on our website (www.geldsburg.com) or call us on 0800 583 9910.

We look forward to doing business with you!

Best wishes
Your Geldsburg Team

BENEFITS

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

14 What is your opinion about these marketing tactics for small businesses?

- ☐ a. Emphasize what makes you different from the competition (such as price, delivery services, after-service sales).
- ☐ b. Use words that sell, such as new and free. (Trial periods and money-back guarantees can encourage customers to try a new product.)
- ☐ c. Use white space. (Keep the letter to the point and use short paragraphs and bulleted or numbered lists to make points. make it easy for the reader to get through the whole letter.
- ☐ d. Put yourself in your customer's shoes. (Focus on benefits, not product features, and build rapport by saying you and your.)
- ☐ e. Use product endorsements (quotes from satisfied customers).
- ☐ f. Call to action! Tell the reader what to do, e.g. Call now to... .
- ☐ g. Restate your USP in your P.S. (Response rate testing indicates that the typical reader's eye moves down the page to the P.S. before he or she reads the rest of the letter.

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15 **What's the best marketing idea you've ever seen? This question was the subject of a recent poll conducted by a marketing traduce publication. Look at some answers given by marketing and advertising professionals below.**

John Webster, *Marketing Manager*

The best marketing idea I've ever seen? That would have to be a butcher's shop in my town. They sent sausages in the form of flower bouquets to all the local catering firms! I'm not sure how much new business they got, but everyone had a good laugh.

Vicky Chen, *Creative Director*

I was impressed by a rock band who put MP3 files with the title of their new single on all the major music exchange websites. When the fans downloaded the file, they heard an advertisement for the band's new record instead of the single. They found this so funny that they began emailing the single to friends, and album sales skyrocketed.

Veronica Weiss, *Marketing Assistant*

If you buy ten books or more in a year at Claridge's Books, you'll be sent a free book on your birthday. It certainly encourages me to buy from *them* instead of from one of the larger chain stores or online bookshops.

Craig Lukasiewicz, *Director of Online Marketing*

One thing I've noticed recently is advertising products in blogs. The blog will look like a website created and maintained by an individual, but in fact, it's created by a company. I suspect this will become more popular in the next few years. But whether this is ethical or not is another question.

Over to you

- What are some of the more unusual or clever marketing efforts that you've heard of?
- How effective do you think these types of marketing campaigns are?
- Do you know of any unsuccessful marketing campaigns? Why did they go wrong? How could they have been improved?

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Presenting your public face

1 Company newsletters, home pages, press releases, sponsoring, and press conferences are all ways to promote your company. Find an example of each below. Give your feedback on these statements.

Vadi Vision is proud to announce that it will be sponsoring a new campaign to promote eye health awareness.

You'll be pleased to hear that in the last year, Vadi Vision has pulled ahead of its main competitor to win the market share in optical sales.

When Mr Vadi started Vadi Vision 21 years ago, he had no idea of what a success it would be.

What other methods (other than advertising does your company use to promote its products and services?

2 A marketing consultant is giving a presentation called How to make your website into and effective marketing tool? First look at the features below Do you think it-s a good or bad idea for websites to have them? Now listen to the presentation. Does the consultant agree with you?

	good idea	bad idea		good idea	bad idea
easy navigation	☐	☐	large images	☐	☐
site map	☐	☐	"look inside option"	☐	☐
search function	☐	☐	single shopping interface	☐	☐
flash introduction	☐	☐	complicated language	☐	☐
pop-up windows	☐	☐			

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3 **Now answer these questions. Listen again if necessary.**

1. What is the maximum number of times visitors should have to click to find the information they wanted?
2. According to surveys, what do visitors do with Flash introductions?
3. Which company made the "look inside" option popular?
4. What are two examples of the "look inside" option?
5. Who should check the content on your website if you are writing in a foreign language?

4 **Use the information from the presentation and your own ideas to make a checklist of dos and don'ts. Then use this checklist to examine areas of opportunities for your own company's home page. .**

Dos	Don'ts

5 **What makes a website easy to navigate? Look at the two home pages on the next page and answer the questions.**

1. Where do you click to…
   - a get help with a product?
   - b see the company's products?
   - c get a mailing address?
   - d find about the company's history?
   - e read articles about the company?
2. Where can you search for a word or a phrase?

6 **Which home page on the next page do you think is more attractive to customers? Why? What do customers expect from a website?**

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7 **Claudia Felber works for the marketing department of Vadi Vision, a Swiss lens manufacturer. In order to raise her company's profile in the UK, she has been asked to choose a charity to sponsor. First read these excerpts from letters sent to her company. Then, discuss the three options.**

1

We at the London-based Sleet Street Gallery would like to offer you the opportunity to sponsor the framing of our photographs for our forthcoming exhibition. In exchange for your help, we will include your logo on all promotional materials and within the gallery itself. We believe that an exhibition showcasing modern views of the city is an ideal way for a company manufacturing eye care products to promote itself abroad.

2

You surely realize the importance of regular check-ups to ensure healthy eyes, but unfortunately many people in Britain don't. I am therefore requesting a donation towards developing a public campaign. 'Eyes on the Eyes' will bring travelling eye examination vans to communities around the UK. The logos of the sponsoring companies will be featured on all vans.

3

SEEING FURTHER is organizing donations of old eye glasses to be made to low-income communities in Central Asia. This will be a high-profile campaign in which several celebrities will be participating, and is sure to receive extensive media coverage. To be included in our sponsor list, we are asking for a donation of £1,000.

DID YOU KNOW?

Charity is a term that refers to donating money, goods, or time to people in need. Particularly in in the US, companies are often judged by their social actions as well as their financial success, and many companies involved in charitable community efforts describe themselves as corporate citizens. The causes they choose to support generally reflect the company's target market. Some larger companies allow employees to have paid time off to work on local community projects, or even to have "career breaks "! to do charity work.

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8 **Claudia has written the following announcement for the company website. Read it and complete it with the words in the box.**

funded ● help ● make ● participated ● prevent ● supporting

Vadi Vision in the News

Vadi Vision has recently _____[1] in a venture to help people in Britain get the eye care they need. Vadi Vision has _____[2] a travelling eye inspection van which allows people to get a check-up without having to _____[3] an appointment. By _____[4] *Eyes on the Eyes*, Vadi Vision shows its commitment to helping British eyes. We don't just want to _____[5] solve eye problems: we also want to _____[6] those problems from happening.

9 **Claudia is preparing a press release for a new product. She calls Chris, on of Vadi Vision's good customers, to ask him for a testimonial. Listen to the telephone conversation. What quote does Chris give Claudia to use?**

Now decide whether the statements which follow are true or false. Correct the false statements.

1. Claudia found out about Chris and how much he likes Vadi Vision's lenses because he wrote her an email.

2. Chris doesn't want to say that Vadi Vision's lenses are the best because he doesn't want to make the other suppliers that he works with unhappy.

3. Many of Eye Care Central's customers have Heard about Vadi Vision through their sponsorship of Eyes on the Eyes.

4. Vadi Vision will be giving away free samples of their lenses at a trade fair next week.

10 **Match the two parts to make sentences from the dialogs. Listen again if necessary.**

1. I'm hoping	a. your help.
2. I'm writing a press release	b. to include.
3. Our customer services rep forwarded	c. you can help me.
4. This would be a great quote	d. me your email.
5. I was wondering	e. by our stand.
6. Thanks so much for	f. for our new ultra-hard lenses.
7. Make sure you come	g. if you would mind us using it.

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11 **Claudia has written the following announcement for the company website. Read it and complete it with the words in the box.**

Writing press releases

1. Use a headline (in bold) that summarizes what the press release is about.
2. Here are some typical ways to Start a press release.
   (Company) announced today that…
   (Company is proud to announce the launch of the new…
   (Company) is introducing…
3. Remember to list contact information at the top of the release, and tell the readers in the body of the press release where they can go to get details.
   For more information about.., contact…
   More information about… can be found at www.company.com
   Businesses interested in more information on …. should contact…

12 **Claudia has written the following announcement for the company website. Read it and complete it with the words in the box.**

- [ ] **a. Contact: Claudia Felber, Claudia.felber@vadivision.com**
  Telephone: +41 20 759 29 55
  Fax: + 41 20 759 36 54
  www.vadivision.com
- [ ] **b. The Diamond Line ultra-hard lenses is suitable for glasses wearers with single and bifocal vision problems. And not only are the lenses ultra-hard, but they're also extra-thin. This makes them especially attractive for those glasses wearers requiring high-prescription lenses.**
- [ ] **c. Eyecare professionals interested in information and samples should contact their Vadi Vision representative or send an email inquiry to diamondline@vadivision.com**
- [ ] **d. Vadi Vision is one of the best known and most respected eyewear companies in Europe. As Chris Baker of Eye Care Central in London testifies: "Our customers often ask for Vadi Vision lenses by name."**
- [ ] **e. Zürich, November 21, 2019**
- [ ] **f. Vadi Vision is pleased to announce the release of a new ultra-lens. This lens is more durable than any other product on the market.**
- [ ] **g. FOR IMMEDIATE RELEASE**
- [ ] **f. Vadi Vision releases a new ultra-hard lens.**

Does your company a have style guide for writing press releases in English? Check a press release your company has distributed and read it aloud.

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13 **Claudia has prepared a holiday letter to send out to Vadi Vision's distributors and retailers. Complete the sentences with words from the box.**

appreciate ● committed ● eventful ● greetings ● launch ● partnership ● welcome ● successful ● welcome

vadi vision

Dear [*Name goes here*],

We at Vadi Vision want to pass on our holiday _____[1] to you.

This year has been an _____[2] one for Vadi Vision.
We made news in Britain with our *Eyes on the Eyes* campaign to encourage eye health. The campaign has been so _____[3] that we plan to _____[4] similar efforts in other European countries.

We have made waves with our new Diamond Line series of lenses.
These ultra-hard lenses are becoming especially popular among athletes, who _____[5] the lenses' durability.

This year has also seen some changes at Vadi Vision. As you know, our CEO, John Vadi, recently left the company on his well-earned retirement. We would like to _____[6] Gilda Greenwald to our team as the new CEO.

Despite these changes, Vadi Vision remains _____[7] to eye care. We have greatly enjoyed working together with you over the past year, and look forward to a continued _____[8] in the coming year.

With all the very best for the New Year,

Vadi Vision

vadi vision

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14 **Read the following article from a magazine on public relations.**

Writing a killer press release

You've all seen them: the press releases that would put any reader to sleep. You've barely glanced at the title before you're ready to curl up in bed. *Campbell Associates is moving into cutting-edge new headquarters!* 'But who cares about Campbell Associates? Who *are* Campbell Associates, anyway?' you ask yourself.
It takes more than an exclamation mark to catch a reader's attention. So read on for some tips on how to write a press release that will get read – and published!

1 Keep things real. Do not exaggerate when you write. Instead, make sure you deal with the facts. Journalists get dozens of press releases a day, and words like 'revolutionary' and 'ground-breaking' get old very quickly, especially when these words are describing very ordinary events.

2 See the story from the reporter's point of view. Present your news as a story. The focus doesn't have to be on your company. What you want is something that people will want to read about. So focus on the people who use your products and services, and that will make your story come to life.

3 Create a headline that will grab your readers' attention. Brainstorm four or five titles for an important press release, and then come back to them the next morning. See which one seems the most interesting to you.

4 Proofread carefully. A badly-written press release won't get read. Get help if you need it: there are a number of good, professional PR agencies out there if you're not able to write perfect copy in English, for example.

5 Keep it short. Ideally, give the press release to someone who doesn't know anything about the topic, and have them look at it for fifteen seconds. When they give it back to you, can they tell you the most important points? If not, you need to revise what you've written.

Over to you

- What do you think of these tips? Can you think of any examples?
- What tips can you add to this list?
- Have you ever written press releases for your company? If so, what did you find easy/difficult?

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Marketing through trade fairs

1 Look at these products that companies often give away to their customers and discuss the questions below.

1. What do these items say about the image of the company wants to project?
2. Which giveaway would you most like to receive?
3. What giveaways does your company have? Would you like to introduce any new ones?

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2 Kirstin Butler works for the marketing department of Natural Solutions, a biotech company.

1. What kind of trade fair is International Biotech Europe?
2. How might book a stand?
3. How many Events are there?
4. What marketing campaign are the organizers planning?
5. Who will receive the guide before the events?
6. How much will press releases cost?

International Biotech Europe

The benefits of exhibiting:
So much more than just an exhibition space

By taking part in International Biotech & Lab Automation Europe you put your company at the heart of the largest biotechnology market in Europe. And as soon as you book your exhibition stand, your company becomes part of one of the most comprehensive and high-profile marketing campaigns of the year in this sector. Just look at all the added benefits that are included in the cost of your exhibition space:

Publicity

Your company and products will be featured in the marketing campaign to tens of thousands of professionals across the UK and Europe. The campaign will include direct mail, email and web marketing, advertising and extensive editorial coverage in all the key magazines and journals.

Raise your profile with the press

Our experienced PR team will be promoting the event and exhibiting companies to all the key publications. You are also invited to place your press releases and company information in the International Biotech & Lab Automation Europe press office free of charge.

Promote your company online and offline

Profile your company, products, and services in the International Biotech & Lab Automation Europe guide published in both print and web format and available to your customers and prospects before, during, and after the event.

Access to additional audience from co-located event

Exhibitors at International Biotech & Lab Automation Europe will benefit from being able to promote their products and services to an additional audience from the other event. All visitors will be free to move between the two shows.

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3 **Match the phrases from the brochure to the definitions.**

1. exhibition stand	a. extra advantages
2. high-profile	b. in the same place
3. added benefits	c. potential customers
4. editorial coverage	d. the place where you show your products at a trade fair
5. prospects	e. extra visitors
6. key publications	f. well known
7. additional audience	g. publicity in magazine or newspaper articles
8. co-located	h. the most important magazines and newspapers.

4 **Kirstin is telling her boss, Paolo Massini, why she thinks they should attend the trade fair. Listen and answer the questions below.**

1. How well know is the event?
2. Why is Paolo not sure about the benefits of the marketing campaign?
3. In Kirstin's opinion, what is the most important benefit of the trade fair?
4. What is Paolo going to do this afternoon?
5. When is Paolo going to make a decision?

5 **Paolo has agreed that Natural Solution should attend the trade fair and asks Kirstin to get more information. Use the notes below to write an email to Barbara Shields, the trade fair organizer.**

- discount for having stand during the whole trade fair?
- social events?
- facilities? (Internet access?)
- restaurant nearby for customer reception?
- accommodation? (no info on website)

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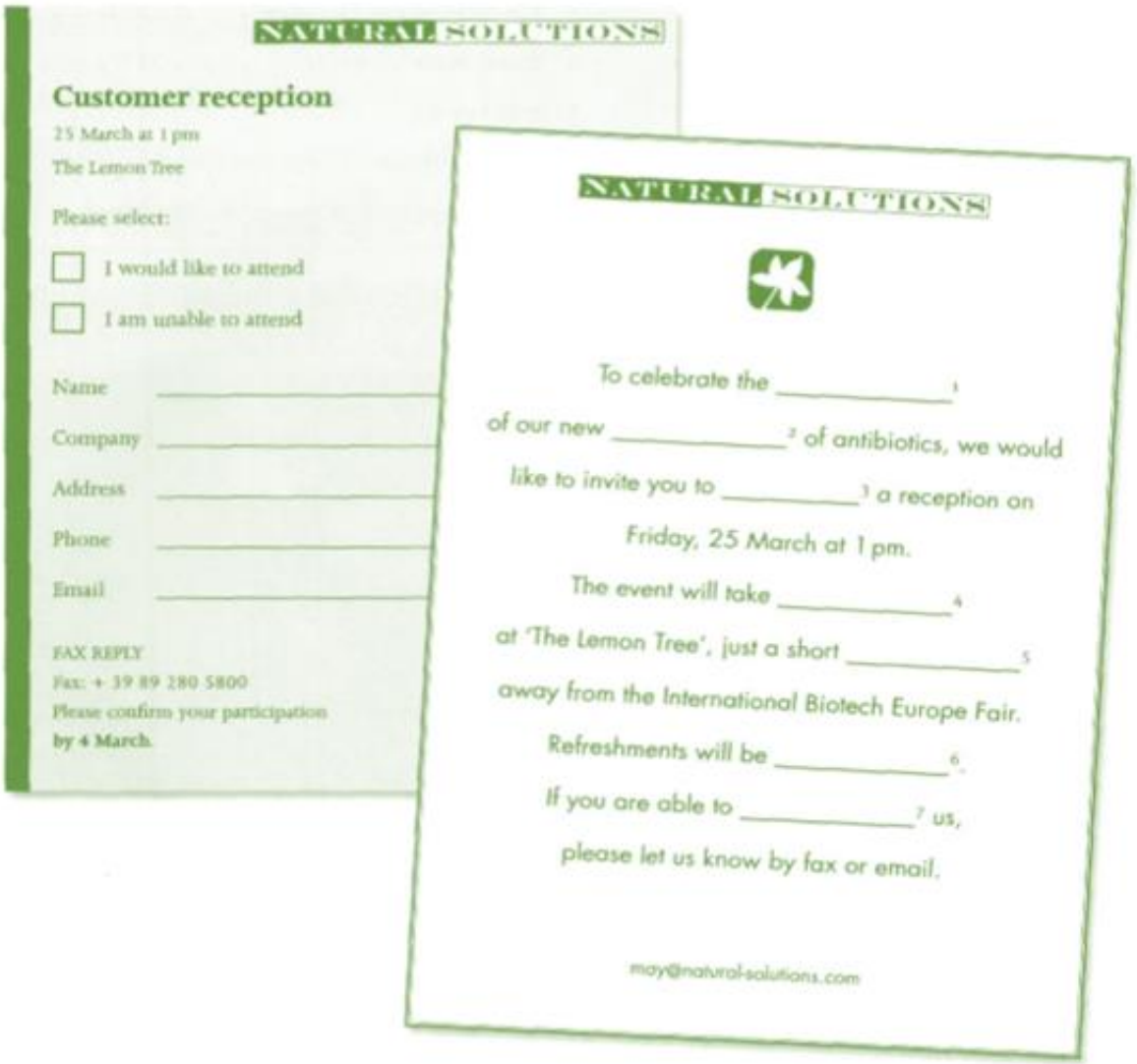
6 **One of the customer events that Natural Solutions wants to hold during the trade fair is a reception at a nearby restaurant. Kirstin asks her assistant, Michael May, to write the English version of the invitation to the event. Complete the invitation with the words in the box.**

attend ● introduction ● join ● line ● place ● served ● walk



NATURAL SOLUTIONS

Customer reception

25 March at 1 pm

The Lemon Tree

Please select:

☐ I would like to attend

☐ I am unable to attend

Name _____

Company _____

Address _____

Phone _____

Email _____

FAX REPLY

Fax: + 39 89 280 5800

Please confirm your participation by 4 March.

NATURAL SOLUTIONS

To celebrate the _____ [1]

of our new _____ [2] of antibiotics, we would like to invite you to _____ [3] a reception on Friday, 25 March at 1 pm.

The event will take _____ [4] at 'The Lemon Tree', just a short _____ [5] away from the International Biotech Europe Fair.

Refreshments will be _____ [6].

If you are able to _____ [7] us, please let us know by fax or email.

may@natural-solutions.com

DID YOU KNOW?

During trade fairs, many companies organize social Events for their customers and business partners. These Events provide an excellent opportunity for business people to "meet and greet" in an informal setting. Business is seldom discussed at such events. The focus instead is on relationship-building through small talk and introducing mutual friends. Such events are also a rare and useful chance to speak to the competition and find out more about one's rivals.

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7 Kirstin and Michael are manning the stand at the trade fair. Match their answers (a-g) with the visitors' questions and comments (1-7).

1. Excuse me, are these memory sticks to take away?
2. Would it be possible to be put on your mailing list?
3. I'd like to discuss this with my boss, first. How can I reach you?
4. do you have some information I can take away?
5. How does your company do?
6. Do you make natural cosmetics as well?
7. I'm just browsing.

a. No, we don't. We focus on medication .
b. Yes, certainly. If you just give me your card, I'll be happy to add your name.
c. Here's my card. Feel free to call or email me.
d. They're indeed. They got your URL printed on them, so do have a look at our website too when you get a chance. Or do you have any questions for me now?
e. Well, just le me know if you need anything.
f. We use natural sources to create effective medications.
g. Yes, let me give you one of our brochures. It lists the points we've just discussed.

8 Listen to the dialogs to check your answers. Then practice reading them.

9 Write down the five questions that trade fair visitors are most likely to ask you about your products or services? Write them down.

_____

_____

_____

_____

_____

10 Do you agree or disagree with the following statement?

When developing a product marketing strategy, you should zero in on two overarching goals:

1. Product adoption.
2. Product education.

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11 **Look at what five marketing people say about trade fairs. Which opinions do you agree with?**

I think trade fairs are a complete waste of time when you factor in the cost of travel and lost working time. You usually come back feeling exhausted. And there's no way to guarantee that people will stop at your stand. Once, I went all the way to Paris, and I had only two visitors!

Something that really annoys me is when companies hire completely inexperienced people – usually pretty young women – to promote their products by handing out giveaways or whatever. Meanwhile, the marketing people who do know about the products are usually hanging out at the stand drinking cocktails and talking about anything but business! It's such a waste of time.

Some of my best contacts have come via trade fairs. You can send all the emails and brochures you want, and you can make follow-up phone calls, but there's nothing like a 30-second conversation face-to-face. It's much easier to explain the benefits of a product when you have it in your hands.

I love the buzz of a trade fair! It's not just an opportunity to sell. It's also a chance to check up on the competition and see what new ideas are out there. You can go up to a rival's stand and ask questions that they would never answer if you sent them an email. It really helps to stay in touch with the business.

The thing I hate most about trade fairs? It's the socializing. It's very easy to talk about my product and business in general, but I never know what to say when I go to receptions.

Over to you

- What do you like and dislike about trade fairs?
- Does your company attend trade fairs? Why or why not? If yes, which ones?
- What are the advantages and disadvantages of having a stand at a trade fair?
- What suggestions do you have for making the most of a trade fair visit?

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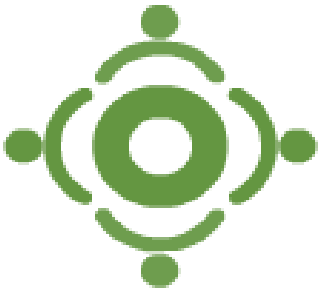

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